

Seiver Lauth

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San Diego, CA

PROFILE

Throughout my 3 years of experience in B2B software consulting, implementation, and sales, I have consistently driven product vision, engaged in cross-functional initiatives, and developed innovative solutions that address customer needs.

Combining a degree in mechanical engineering with strong analytical and problem-solving skills, I excel at distilling complex ideas and synthesizing data-driven insights to guide decision-making. Known for my intellectual curiosity and ability to prioritize customer requirements, I am adept at analyzing market trends and fostering awareness of product value.

EXPERIENCE

Cross-Functional Leadership and Product Development

- Collaborated with product owners, engineers, and client executives in an Agile Scrum environment to ensure collective ownership and accountability for our company's largest cloud services contract.
- Promoted to Team Lead with expanded responsibilities, credited for coordinating involvement across multiple business functions throughout the project lifecycle.
- Transformed account creation and account mapping processes, improving user experience and reducing unnecessary data replication by 90%. Optimized code for performance, scalability, and maintainability.

Customer-Centric Market Analysis and Research

- Conducted competitive industry analysis to identify market trends and customer needs while managing a portfolio of self-developed client relationships across 300+ accounts.
- Increased Lead to Sales Conversion by 10% through analysis of CRM data, identifying insights into prior opportunities lost, territories abandoned, and new marketing engagements.

Product Strategy and Stakeholder Management

- Devised a strategic plan achieving \$8M cost avoidance for a product lifecycle initiative, featuring economic analysis and addressing user needs identified through stakeholder communication.
- Managed relationships with users to identify operational deficiencies, develop qualified solutions, and maintain high-quality relationships throughout deployment.
- Synthesized complex technical information during backlog refinement and roadmap sessions into clear, actionable insights for diverse stakeholders, enhancing cross-functional collaboration.

ROLE SUMMARY

Sales Development Representative Workato San Diego, CA	April 2022 – May 2024
Technical Product Consultant (ERP Software) NuVerge Denver, CO	May 2021 – April 2022
Senior Capstone Project Boeing Spokane, WA	September 2019 – May 2020

EDUCATION

Gonzaga University Spokane, WA	August 2016 – May 2020
<ul style="list-style-type: none">• Bachelor of Science in Mechanical Engineering GPA: 3.6, Cum Laude• National Society of Collegiate Scholars, Member; Dean's List and President's List• Study Abroad Engineering Program, Spring 2018 Florence, Italy	

TECHNICAL SKILLS AND CERTIFICATIONS

Technical Skills: Atlassian Products (Jira, Confluence, Trello), Figma, Pendo, Klaviyo, Shopify, Python, SQL, MATLAB, Salesforce, Sales Navigator, ZoomInfo, LeadIQ, Outreach

Certifications: Engineer in Training (State of Washington), Python Bootcamp Certificate (Udemy), SQL Bootcamp Certificate (Udemy), Workato Automation Professional I&II (Workato), AWS Certified Cloud Practitioner (Amazon Web Services)